



Fall 2004



Jemerson Awarded Arkansas DECA Jack Hawkins Scholarship

"This year the Jack Hawkins Scholarship goes to Carmesha Jemerson from Stuttgart" were the words spoken by Arkansas DECA state advisor Jim Brock at the Arkansas State DECA Conference held in Hot Springs.

Jemerson, a senior at Stuttgart High School, had submitted a portfolio and took part in an interview before being selected for the scholarship. She has been an active member of the Stuttgart Chapter for two years, participating in competitive events and local chapter activities such as fund raising for the MDA, working in the school store, KWAKin with DECA, helping with the DECA Fish and Chicken dinner, and taking on numerous volunteer activities. Jemerson has been employed by the Stuttgart Chamber of Commerce this past year.

In addition to DECA activities, Jemerson has been a Ricebird cheerleader and a member of the Key Club, Interact, and Spanish clubs.

This fall Jemerson will be attending the University of Central Arkansas in Conway where she will be majoring in marketing and advertising.

Her words of wisdom for next year's applicants for the Jack Hawkins Scholarship are "make sure you apply for this scholarship, have an idea of what you are wanting to do after graduation, and be yourself during the interview."



PICTURED ARE HARRISON DECA OFFICERS for 2004-05 from left: Joe Wilson, Megan Webb, Jamie Vess, Matt Crow, Samantha Gregory, and Jennifer Cooper

Harrison DECA Chapter Elects New Officers

Submitted by Samantha Gregory

Harrison High School's DECA Chapter recently elected and installed officers for the 2004-2005 school year. The new officers are Joe Wilson, president; Megan Webb, vice president; Matt Crow, treasurer; Jamie Vess, secretary; Samantha Gregory, reporter; and Jennifer Cooper, historian.

A candle-lighting ceremony was held on the morning of September 16 at Shoney's Restaurant to install new DECA members and officers. The program consisted of the installation ceremony and breakfast. The annual installation program marked the beginning of a busy year for the 63 members of the Harrison DECA Chapter.

The first activity began after the installation program with a visit to the marketing department at Silver Dollar City. Students listened to presentations about mass marketing, market segmentation, branding, promotional media, and sales promotion. After the presentations, the Harrison DECA members enjoyed the rides and shows offered at the theme park.

DECA is an international association of marketing students with more than 250,000 members. The organization provides co-curricular instruction that supports the American free enterprise system. DECA is designed to provide its student members with career training in the fields of marketing, management, and entrepreneurship. Also, students have opportunities to gain leadership experience by serving as local, state, and national officers.

The Harrison Chapter is making tentative plans to attend the International DECA Conference to be held in Anaheim, California, in April.

DECA Web sites...

Log on & look in

www.deca.org
<http://dwe.arkansas.gov/DECAsite/index.htm>



Alyse Eady to Appear at Arkansas State Leadership Conference

Alyse Eady won the 2004 Miss Teen Arkansas-America title in June at Horner Hall at the Hot Springs Civic and Convention Center. She represented the Johnson County Peach Festival at the eighth annual state competition.

In her year of service as the state teen ambassador, Alyse is traveling the Natural State and outside its borders representing the values, goals, and visions of Arkansas' young adults to a wide range of audiences in a plethora of venues. She is also promoting her platform issue of Compassion, Action, Motivation, and Pass It On (C.A.M.P. Kindness), a program to help and challenge people of all ages to be full of good works, nice manners, and charitable deeds by volunteering and performing random acts of kindness. She is supported in her quest by a strong cadre of Miss Teen Arkansas-America Pageant Organization state and local volunteers, sponsors, and family friends.

Alyse, 16, is an accomplished ventriloquist, vocalist, and dancer. At the state pageant, she won the Applause Overall Talent Award over 30 other contestants for her entertaining rendition of Arkansas native Patsy Montana's "I Want to be a Cowboy's Sweetheart."

She is a junior at Fort Smith's Southside High School, where she is a cheerleader, a member of the National Honor Society, and a maid in the 2004 Rebel Homecoming Court.

For her future, Alyse is interested in seeking a degree in history, performing arts, and pre-medical studies. She then plans a career as a dermatologist.

Redd to be Keynote Speaker at Arkansas State Leadership Conference

After attending last year's ICDC in Orlando, Florida, Bob Redd knew that he wanted to serve as National DECA president. His passion for DECA and his goal-oriented nature led him to prepare for running for national office while successfully working as a leader at the state and local level. This past year, he represented his chapter as the Glen Oak DECA II Chapter president and represented Ohio DECA as the 2003-2004 Ohio DECA secretary/treasurer. As an officer, Bob organized many new activities, including creating a statewide civic consciousness project for the Make-A-Wish Foundation. "I am honored to lead DECA as the 2004-2005 national pPresident and am ready to serve our great organization," Bob said.



*Bob Redd, National President
High School Division*



Harrison DECA Visits Silver Dollar City

By Samantha Gregory, Reporter

On September 16, about 40 members of the Harrison High School DECA Chapter visited Silver Dollar City in Branson, Missouri. The group arrived at 9:30 a.m. and assembled in Reunion Hall where they listened to presentations from members of the marketing department at Silver Dollar City.

Hollye Gurley, sales manager, was first to address the Harrison students. She discussed mass marketing and product branding in relation to SDC properties. Ms. Gurley emphasized the importance of target marketing when communicating with consumers. She explained that certain properties or events are targeted at different consumer segments. Also, Ms. Gurley stressed the need to effectively reach family and group decision makers with promotions that appeal to their needs.

Tiffanie Baker, marketing coordinator, discussed the promotional media utilized by SDC. She shared SDC's fall brochure highlighting the Festival of American Music and Craftsmanship. Ms. Baker, who is responsible for ad copy, explained that the eight-page brochures are printed in-house and distributed directly by SDC. She encouraged the Harrison students to utilize internship programs to gain experience in the field of marketing. Ms. Baker stressed that anyone planning a career in marketing must develop a multitasking ability for the fast-paced work environment.

Sarah Whitten, promotions coordinator, talked about recent sales promotion activities for SDC. She discussed the promotional partnership with Coca-Cola that included the production of about 40 million soft drink cans imprinted with discount coupons for SDC. Ms. Whitten emphasized that sales promotion activities will often have an immediate and measurable impact on sales. She explained that all promotion activities, including a recent sweepstakes offer, are important for creating top-of-mind awareness in consumers.

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Northwest Arkansas Fall DECA Conference

By Samantha Gregory

Twelve members of the Harrison DECA Chapter recently attended the second annual Northwest Arkansas Fall Leadership Development Conference in Springdale. The meeting was held at the Jones Center for Families on October 12. More than 200 students from Northwest Arkansas participated in the annual conference.



Delegates to the conference listened to keynote speaker Rey Hernandez discuss the importance of marketing in an ethnically diverse culture. Mr. Hernandez owns a marketing and advertising business in Springdale that specializes in creating ethnically correct advertising. He informed DECA members that the Hispanic market is now the largest ethnic culture in the United States with more than \$700 billion in annual sales. Mr. Hernandez stressed the need for marketers to understand the ethnic community in order to appeal to their needs.

After the opening session, DECA members attended workshops on "Marketing Yourself in the Real World," "Harassment in the Workplace," "Dressing for Success," and "Preparing for DECA Competition." During the lunch break many students also took time to enjoy the ice skating rink at the Jones Center. At the closing session, several students were recognized for high achievement on the DECA written exam. Harrison student Samantha Gregory received a fourth-place award for the general marketing written exam.



Little Rock Central High School DECA

By Khayya Davis and Kendra Glasper, Reporters

Congratulations to the 2004-2005 LRCHS DECA officers: President Jessie Johnson; Vice President Chris Berry; Secretaries Sara Daugherty and Renita Brown; Treasurers Becca Finkbeiner, Wallace Sims, and Gino Gross; Reporters/Historians Khayya Davis and Kendra Glasper; and Parliamentarians Patrick Beavers and Adam Sholes.

We started the year by participating in the Bi-District Officer Training Workshop on September 29. DECA members from the Little Rock and Pulaski County schools met at the Downtown Library and shared ideas for the upcoming school year. Our Tiger Team, which consisted of 41 participants, walked in the Susan G. Komen Race for the Cure on October 9. During the week of October 10-16, we celebrated DECA Week and homecoming week. We packaged and distributed more than 200 goodie bags for our faculty and staff and had DECA trivia each morning throughout the week. All DECA members participated in the daily homecoming dress-up activities. Our chapter has community/service projects planned for each month. We are looking forward to a very busy year. We will see you at State Conference!

Fayetteville High School DECA Celebrates Activity Week

In observance of National DECA Week, Fayetteville High School's DECA Marketing Club hosted DECA Activity Week October 10-16.

On October 10, DECA members kicked off national DECA Week with the community social "Meet Us on Sunday for Sundaes" at the local Braums. Television Station 40/29 News covered the event and interviewed DECA member Whitney Easley who told of the plans for DECA Week and the activities we would be hosting. It was a good chance to get together as a club, enjoy ice cream, and visit before the week's activities began at school. Many people asked what DECA was and joined us in the fun. Our event was highlighted on the 10 p.m. news that Sunday. We taped the news feature and watched it in class on Monday.

On October 11, members promoted DECA to faculty members and students by wearing their vivid lime green DECA T-shirts that incorporated Fayetteville's Bulldog mascot and the DECA logo. This provided a perfect opportunity to explain what DECA was all about. Some members were approached by fellow classmates and asked where they could get a shirt or how they could join DECA. The T-shirt was designed by DECA President Amanda Rosen in support of this event. Monday night, DECA officers Whitney Easley, Ashley Lau, and James Morgan, and member Jacqueline Lockhart presented a promotional Powerpoint presentation created by James Morgan to the Kappa Delta sorority located on the University of Arkansas campus at 5 p.m. The slide show featured DECA activities, including the annual Club Fair we host each fall and our Fashion Show in February. Several Kappa Deltas were former DECA members and enjoyed seeing their pictures from the last fashion show. This was a good chance to promote our next fashion show, which will be held February 17.

The next day 21 members and two advisors attended the Fall DECA leadership conference at the Springdale Jones Center. At the conference, DECA members had the honor of meeting our state advisor, Mr. Jim Brock. Members attended seminars on business leadership and DECA competitive events that will prepare them for SCDC in February. The keynote speaker at the conference, Rey Hernandez, gave a very informative talk on ethnically correct advertising. Members were also given a sample general marketing exam, and member Bobby Jones placed third and Monica Jaramillo placed fourth. They each received recognition and a beautiful medallion.

October 13, members hosted Teacher Appreciation Day, where the DECA members served cake and punch in gratitude of the FHS teachers and staff. DECA member Anthony Rivera created a custom design for the cake incorporating the Bulldog school mascot and DECA logo. The teachers' workroom was decorated using the "Worlds of Opportunity" theme with the Fayetteville

DECA marketing banner and DECA balloons and streamers. All members wore "Ask Me About DECA" pins and their T-shirts. The DECA club received numerous compliments from students and faculty who were impressed with the turnout and work ethic of the members of DECA.

Thursday, DECA member Arstina Gaston, also president of the PBS Club (Promotion of Black Students), teamed DECA and PBS and hosted a dance exhibition during activity period in our own Bulldog Lobby to help promote DECA to the entire studentbody. DECA members Arstina Gaston, Emily Roetzel, and Kirsten Blowers recorded music, and DECA members Brian Jeffery and Ashley Lau made posters to hang around school announcing the event. PBS member Candice Claiborne helped with taking pictures of the event and hanging posters. Students had a lot of fun showing off their dancing talents.

October 15, also FHS Homecoming, members Jacqueline Lockhart, Whitney Easley, Eliot Schaffer, John Compton, and Ross Layman created a DECA-themed float driven by member Ross Layman's mom for the homecoming parade. DECA members wore their shirts and rode on the float, which displayed DECA posters, balloons, and banners and was a huge success. Tradition is very important at Fayetteville High School, and each year during Homecoming week, three to four alumni are inducted into the Hall of Honor. Since many community members and alumni attend the assembly, DECA Secretary Ashley Lau made posters and fliers with DECA facts and posted them throughout the school. Ashley located her information for the posters by researching the official DECA Web site and using the DECA Guide. All DECA members attended the Hall of Honor assembly.

October 16 was the homecoming dance. Member Brian Vann wore a DECA blue vest and his "Ask Me About DECA" pin as the grand finale to a whirlwind celebration of National DECA Week.



FHS DECA members Whitney Easley, Caitlin Magee, and Jacqueline Lockhart prepare the Teachers/Staff Appreciation Day goodies.



McClellan High School DECA

Nicole Hale is leading the McClellan DECA Chapter as president. Tecoya Mayhan is vice president, Samantha Butler is secretary, and Marie Pennington is treasurer. All of the officers attended the Bi-District Officer Leadership Workshop September 23 in Little Rock and plan on attending Southern Region in Nashville, Tennessee.

The McClellan DECA Chapter has 100 percent membership for the 2004-2005 school year, and it has completed its first semester plan of work.

During National DECA Week, the chapter bought radio spots on Power 92 with Broadway Joe, and advisor Nancy Leslie was on Broadway Joe's morning show to tell about DECA and marketing education at McClellan. During the week, daily announcements were made concerning facts about DECA. Wednesday, DECA hosted Dress for Success, and a treasure hunt for DECA pencils was conducted on Thursday. The winners of the hunt were given \$10 gift certificates from Wal-Mart. Free cookies, pizza, and other treats were given to teachers and to the studentbody during the week.

DECA night out for October was a night to the fair and to the Haunted Cathedral; November was dinner at Chili's and a movie, and for December it was an ice skating outing.

Service projects included a can drive for November and Santa's Helpers in December.



Southside High School DECA

Southside's newly elected officers for the 2004-2005 year are President Amy Teng, Vice President Charles Alley, Secretary Jennifer Tinstman, and Reporter Bruce Zeleznikar.

Southside High School DECA is looking forward to a successful year and hopes to see you at the State Conference!

DECA at A-Town

By Blaine Jernigan, Reporter

You know that place where you turn to go to Fayetteville? That's Alma, and we are one of the six new DECA chapters this year in Arkansas.

We have elected officers, and they are Co-presidents Andy Peevy and Jennifer Stepuson, Sr. Vice President Kyndra Hatman, Co -Jr. Vice Presidents Sara Brown and Eric Fraize, Secretary Natasha Medlock, Treasurer Clayton Lloyd, Reporter Blaine Jernigan, Historian Leah Davis, and Parliamentarian Michelle Jones. We are all excited about getting a good start for DECA at Alma High School. Our DECA advisor is Sherry Siler.

We have done many things this year to get involved in the community. We have raised money for the MDA through a "Coins for Kids" change drive, picked up trash on the school campus, and had an Initiation Banquet to which we invited our professional members and administration. We attended the Fall Leadership Conference in Springdale, had a day when we wore our work uniform, and have had a few articles in the local newspaper (we plan to have a lot more)! Upon joining DECA, we received Razorback pins that we will be wearing every Tuesday with our DECA shirts. During DECA Week, the mayor of Alma issued a proclamation for us. Also during the week, different members read public service announcements over the intercom before school every day and read information to help define DECA to our school. Our advisor, Sherry Siler, hid DECA Diamonds all over the school and gave out clues as to where they were located and gave out rewards to the people who found them. It was a fun and exciting week!

November 11-14, we went to Nashville, Tennessee, for the DECA Southern Region Leadership Conference. This year Alma is just trying to get DECA started, and we are trying to get people to recognize us. If we accomplish our goal, then we can get more members and, consequently, do more for the community. It all takes time, but it will work out and we will be off and running in no time.

We are looking forward to meeting all of you at the State Conference. Then it's on to Anaheim, California—See you there!!!

P.S. Are you feeling the magic?



Jennifer Stepuson, Alma High School co-president, speaks at the Installation/Initiation Banquet as Andy Peevy and Kyndra Hatman look on.



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*Worlds
Of
Opportunity*

Arkansas High School DECA

By Jennifer Short, Reporter

The Arkansas High School DECA Club of Texarkana, Arkansas, has been extremely busy this year. The following club officers were elected by the members: Josh Cantrell, president; Sonny Brainerd, vice president; Hunter Mustain, secretary; Jennifer Short, reporter; Josh Eddings, treasurer; Danielle Body, photographer; and Cedric Muldrow, parliamentarian. The marketing classes participated in the annual Kathryn Beich fund-raiser by competing to get the most sales individually as well as by class. Mrs. Woolsey's second-period class came in first place with 44 percent with Mr. Binne's first-period class trailing closely at almost 43 percent. These two classes will get to eat at the restaurant of their choice as a group sometime in December. Mrs. Woolsey's fourth-period class will be treated to a pizza party for coming in third place. However, her third-period class and Mr. Binne's second-period class will eat cold pork n' beans for coming in fourth and fifth places. The top individual seller is Summer Lishman who sold 130 items and won a grand prize of \$200. The second-place individual seller is Helen Romensk'ya who sold 120 items and won \$175. These two will also be placed in a drawing to win another \$100 since they both sold more than 100 items.

Arkansas High School was represented at the Southern Regional Leadership Conference in November at Nashville, Tennessee. There were 24 members attending the event.

Other events included the annual Christmas banquet at Pier 27 where students had a chance to win door prizes. Last year, more than \$1,000 worth of prizes were given away. Students' names are placed in the drawing based on how many items they sold during the Kathryn Beich fund-raiser. For the first 20 items sold, a student's name is entered once; then for every additional 10 items sold an additional chance is entered.

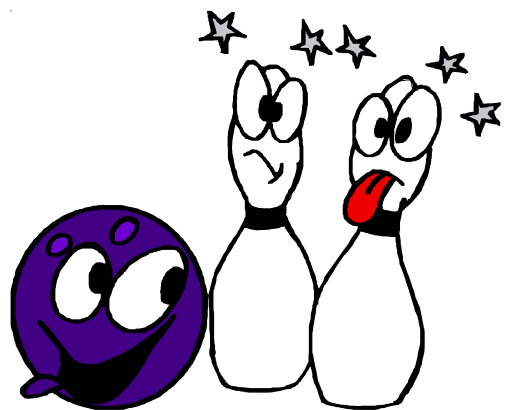
Students also delivered Christmas gifts for all the faculty and staff of the high school. The officers decided what would be appropriate to give as a gift this year.

The Shriner's Bowl-a-Thon will be held in February. Students will have the opportunity to tour Shriner's Hospital in Shreveport in January to see how the funds are used in caring for burned and crippled children. Last year, the club raised more than \$5,000. AHS DECA hopes to match that or raise even more this year by obtaining pledges or donations. Prizes are also given to the students for top male bowler, top female bowler, and the student who raises the most money.

AHS DECA operates a school store during both lunches. The students are required to work at least four times each nine weeks. Scholarships are then given to qualifying senior DECA members at the end of the school year based on how much they participated in the club during the year. Last year, \$17,000 in scholarships was given out. This year, the club hopes to top that amount or exceed it!



Kathryn Beich Fund-raisers



Shriners Bowl-a-Thon

Arkadelphia High School DECA

By Ashton Middleton, Reporter

The Arkadelphia High School DECA is ready for another great year. Cookie sales have already begun. We are raising money to attend the State Career Development Conference and, hopefully, to attend the International Conference in Anaheim, California. Officers have been elected and are ready to lead us into another great year.

The 2004-05 DECA membership for AHS is at 30 members. There are only a few returning members, but the new ones are very excited about the year ahead.

The 2004-05 AHS DECA leadership team includes President Kassi Bettis, Vice President of Marketing Sam Hill, Vice President of Marketing Management Jessica Dooley, Secretary Keasa Arnold, Treasurer Camille Hart, Reporter Ashton Middleton, and Parliamentarian Tiffany Freeman.

We wish everyone a safe, great year!



On December 7, 19 Arkadelphia High School DECA members attended the Memphis Grizzly DECA Career Day at the FedEx Forum in Memphis, Tennessee.